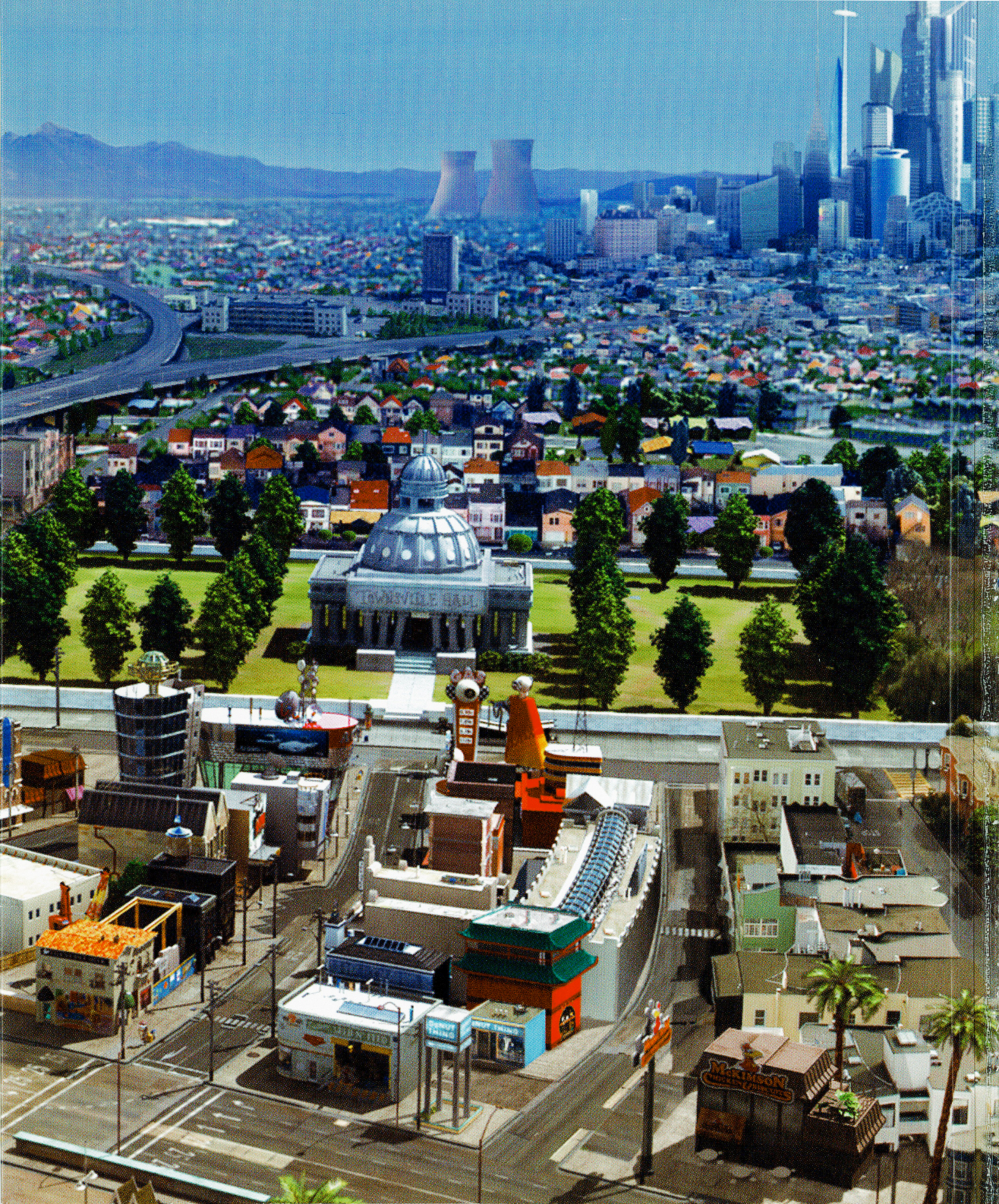


Welcome to
CARTOON NETWORK, U.S.A.
The Most Animated Place on Earth!



Visitor's Guide 2006





MAYOR'S LETTER

Dear _____ ,
(please write name here and read aloud to self)

Welcome to Cartoon Network - the most animated place I can think of at the moment. You'll be amazed at all we have to offer our valued visitors. If you like to giggle like a four year old, then high-tail-it over to ***Tickle U*** for a good laugh. Perhaps you're looking for some action, in which case I suggest you take a look at ***Toonami***. And everybody simply loves, loves, loves ***Fridays***. And many other days, but ***Fridays*** has Tommy and Tara. And that's nice.

Why, if I had to declare anything (and as Mayor, I often do) it's this: Cartoon Network is the place where visitors enjoy hour upon hour of the world's most animated entertainment. Why, just the other day I was saying to... Uh... That odd little blue character. You know the fellow... What is his name? For the life of me, I simply can't remember. Where was I? Oh right... Do you happen to have a pickle? I'm famished.

At any rate, I officially welcome you to Cartoon Network, and invite you to enjoy all of the fun and entertainment we have to offer!

-The Mayor

The Mayor

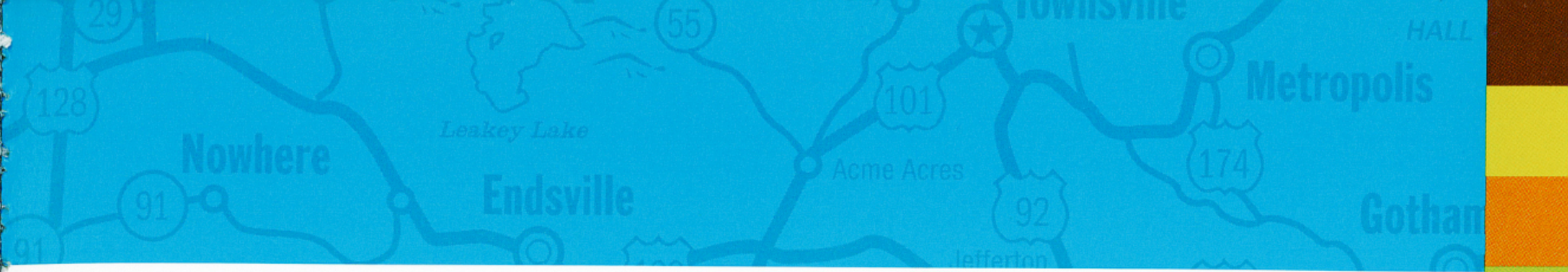


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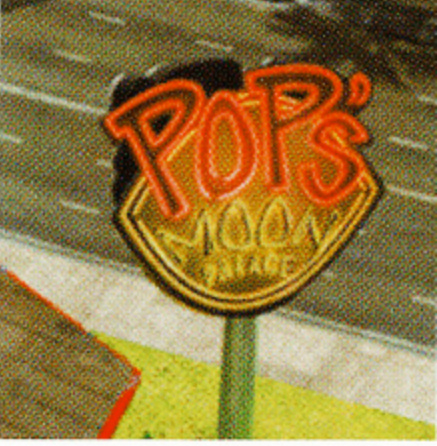
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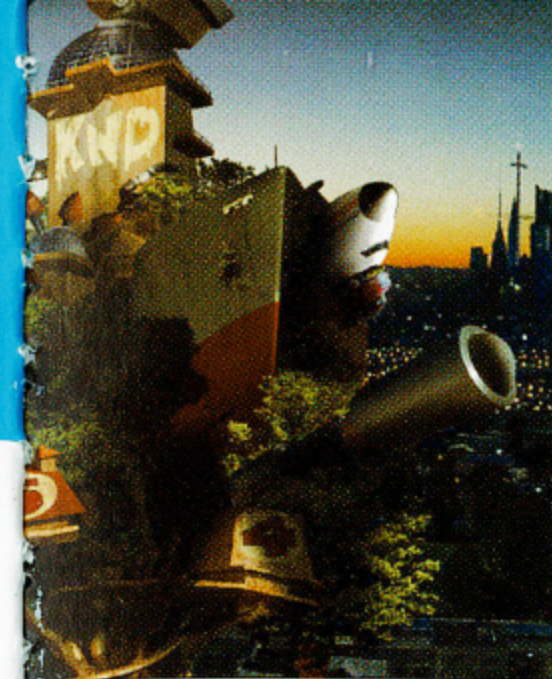
Cartoon Network - the world's most animated destination.

it's all right here!

Welcome to beautiful Cartoon Network, where it's 72° and sunny all day, everyday, and sometimes even late into the night. It's an animated place where monkeys go to summer camp, imaginary friends have their own address, and The Grim Reaper plays hopscotch with a kid named Mandy. In short, it's a town much like any other. Only it's not.

Founded in 1992, Cartoon Network has welcomed millions upon millions of visitors every year. That's because we offer a delightful blend of seasonal entertainment – there is something to see and do all year long! Whether you're escaping the miserably cold, wet, gray, depressing snow of winter, the blistering parking-lot-heat of summer, or you're just looking to meet a bunch of characters, Cartoon Network says, "Come on over and have some fun."

Old and young alike revel in the joys of Cartoon Network, making it one of the top destinations for kids of all ages. Preschoolers are having a ball at our newest attraction – *Tickle U*. And the older kids love all the action, adventure and fun they can find in *Toonami*, *Miguzi*, *Fridays* and more.



WELCOME

Grab your handy map (provided courtesy of *Codename: Kids Next Door*), put on some comfy walking shoes, and set out to explore the world's most animated destination – Cartoon Network.

Some interesting facts & figures about Cartoon Network:

Character Population:	Oh, let's say 9,467
Motto:	Funnius Entertanius
Official Bird:	Coco 
Official Monkey:	Lazlo 
Official Flower:	Buttercup 
Official Mayor:	The Mayor 

Bigger. Better. Faster. Cooler.

audience demographics & research

Cartoon Network is a booming community! In fact, lots of folks in the media agree that this is THE place to call home for animated programming. And that's why we have so many visitors; people just love to hang out in Cartoon Network. We've got visitors everywhere you look – in the donut shop, over by the swing sets, down the street, up that hill. They're everywhere.

When it comes to visitors, Cartoon Network delivers:

- Currently, Cartoon Network can be viewed in over 88.5 million households¹ and in 2005, on average we welcomed over 16.5 million kids aged 2-11 every week².
- Cartoon Network commands 37% K2-11 and 39% K6-11 of the ad-supported kids TV marketplace.³
- *Miguzi* – one of our newest destinations – is growing in popularity. Overall, *Miguzi* saw a 17% increase in K2-11⁴ and an amazing 67% increase among G6-11.
- *Toonami* remains one of Cartoon Network's most popular destinations with a 28% increase in K9-14, a 20% increase in B9-14⁴ and a 21% increase in P12-17.
- Another popular Cartoon Network franchise is *Fridays*, which saw a 17% increase in K2-11⁴ and a 23% increase in K6-11.

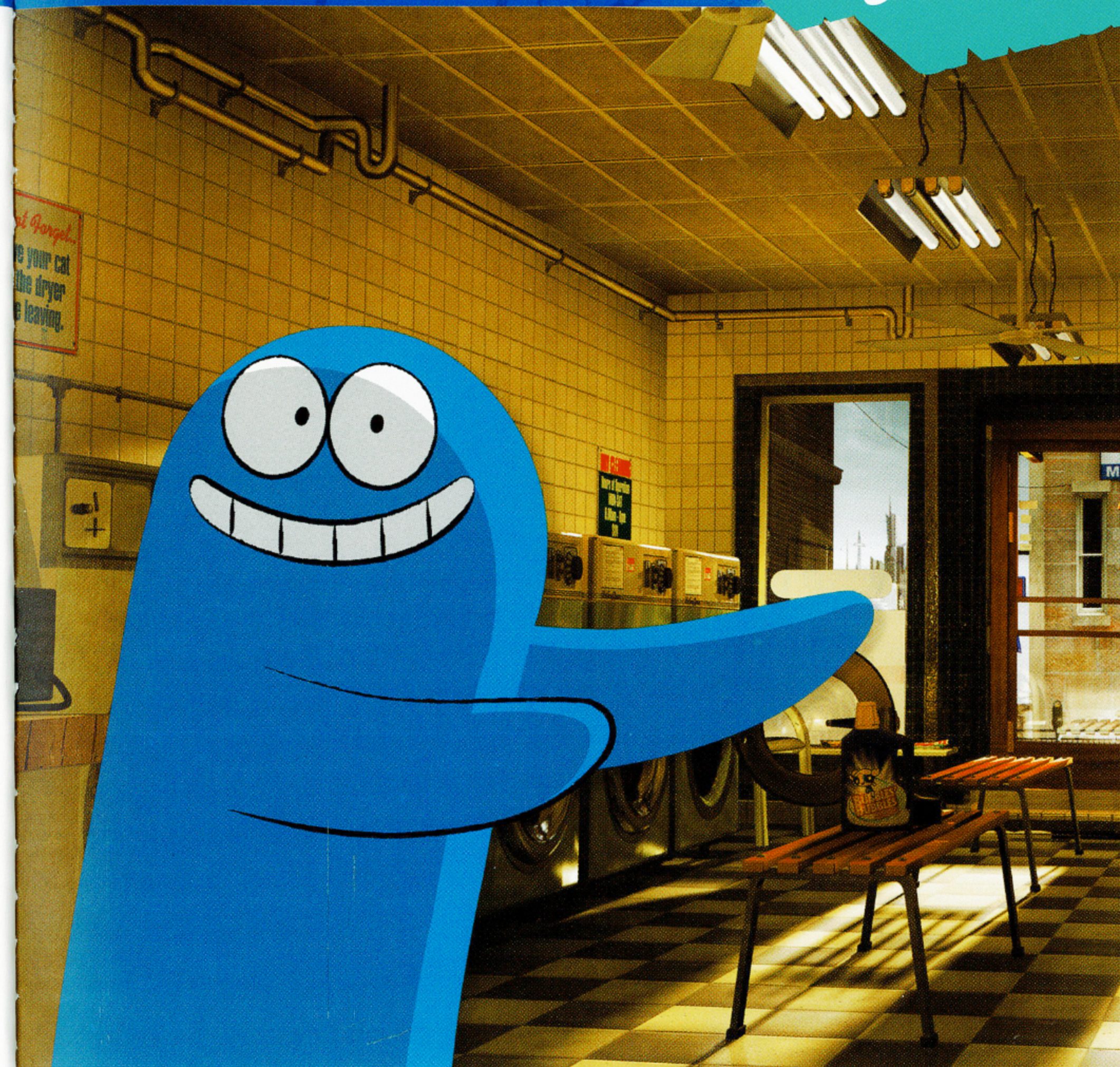
1: Source: Cartoon Network Research based on Nielsen Monthly Cable Network Coverage Universe estimates. (October 2005).

2: Source: Cartoon Network Research based on Nielsen NPower Data

3: Source: Cartoon Network Research based on Nielsen Media Research Data

4: '04-'05 Season vs. '03-'04 Season

VISITOR FACTS & FIGURES



**"16.5 million kids visit Cartoon Network every week.
That's equal to over 19 tons of dryer lint."**

-Bloo, Cartoon Network Resident

The single most animated place in the solar system.

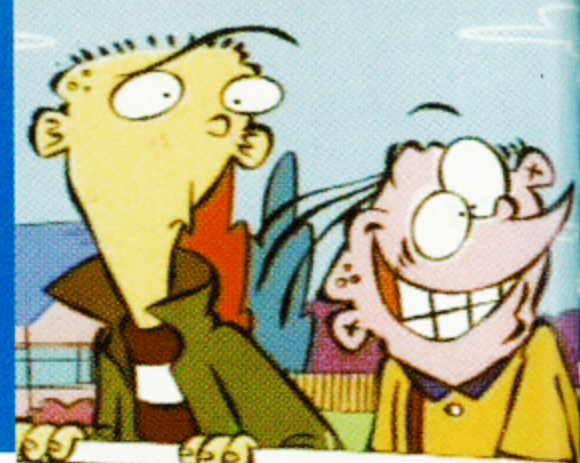
programming

So you say you're looking for a place where the action is wild, the fun is funny, and the residents are a bunch of characters. Well, you found it. Cartoon Network boasts more entertainment per square inch than almost any other place you can think of.

There's more to see here in just one day than other networks offer all week long. How do we do it? Our characters work 24 hours a day, 7 days a week to create an entertainment experience like no other on earth. In fact, Cartoon Network has so many new shows and episodes that we would have to list them out separately just so you could see them.

**"Nightlife. Daylife. We
gots it all!"**

-Billy, Cartoon Network Resident



ENTERTAINMENT

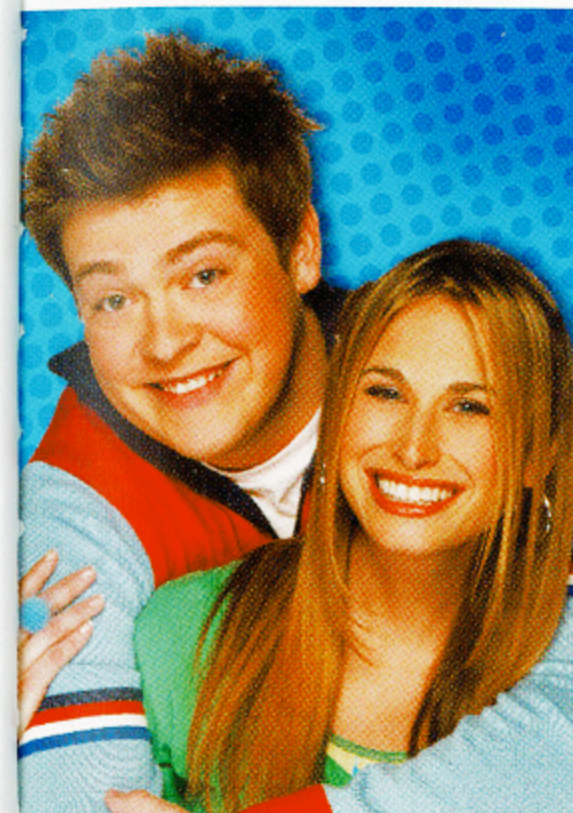
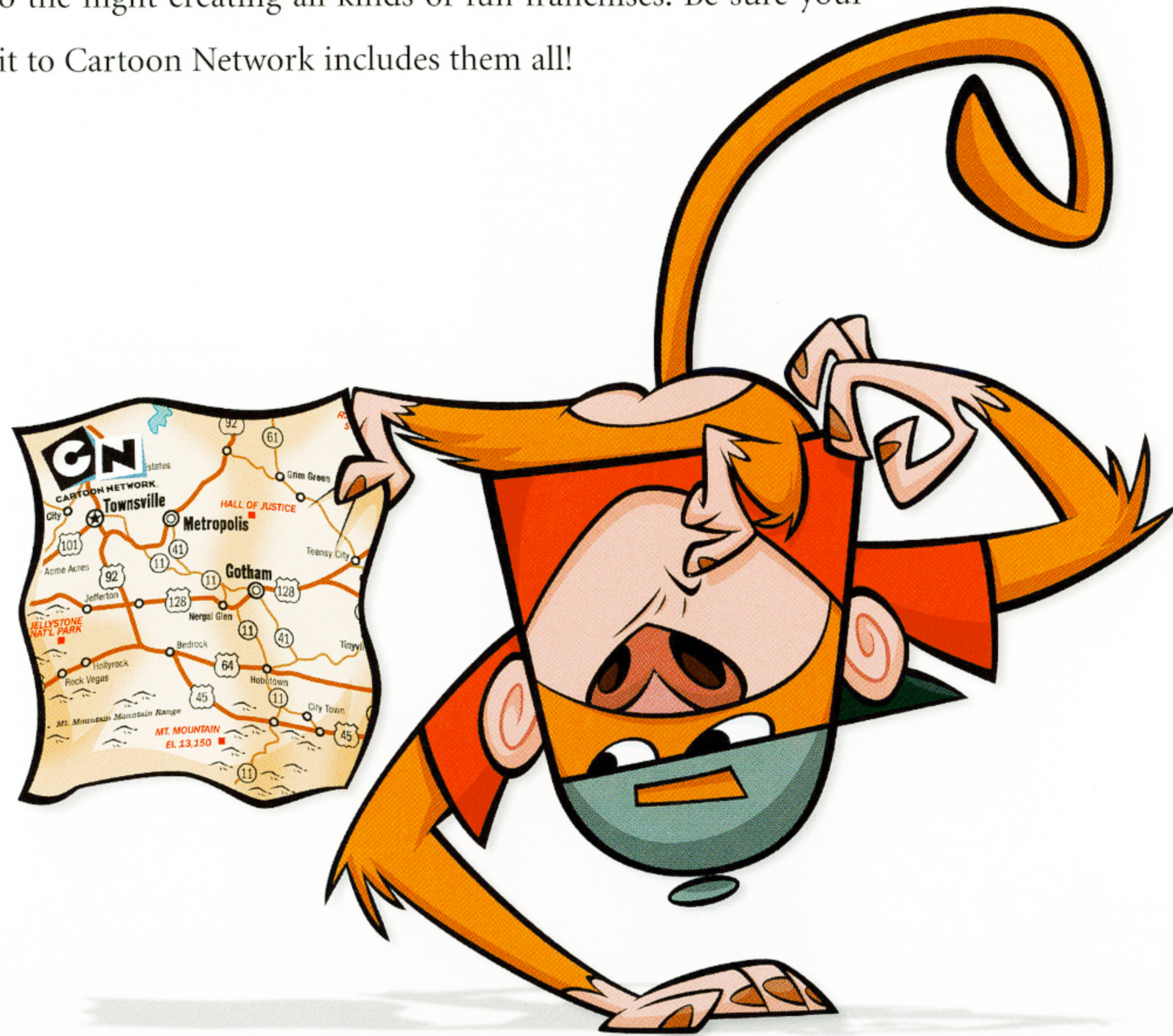
Some of Cartoon Network's exciting shows and episodes listed out separately so you can see them:

- *Camp Lazlo*
- *The Life and Times of Juniper Lee*
- *My Gym Partner's a Monkey*
- *Foster's Home for Imaginary Friends*
- *Ed, Edd n Eddy*
- *Hi Hi Puffy AmiYumi*
- *Codename: Kids Next Door*
- *Ben 10*
- *Teen Titans*
- *Squirrel Boy*
- *IGPX*
- *Sunday Pants*
- *Naruto*
- *Krypto: The Super Dog*
- *Baby Looney Toons*
- *Legion of Superheroes*
- *Dragonhunters*
- *Yu-Gi-Oh GX*
- *Totally Spies*
- *Robotboy*

We're franchising our hallowed landmarks for your entertainment pleasure.

franchises

We're proud that Cartoon Network is the world's single most desired animation destination. Every day, literally millions of people make the journey here, and we work hard to make sure their stay is as entertaining as possible. That's why we stay up late into the night creating all kinds of fun franchises. Be sure your visit to Cartoon Network includes them all!



ENTERTAINMENT

Cartoon Network is full of 4 Star (★) Franchises:

- Tickle U:** Where preschoolers gather for fun, silly jokes, clever cartoons, lots of interesting characters and so much more. ★★★★★
- Miguzi:** Cartoon Network's underwater entertainment gives tweens the action they're looking for. Remember to bring your flippers! ★★★★★
- Fridays:** Everybody loves to have some fun, even real live people. So we made two of the funniest people we know hosts of Cartoon Network's *Fridays*. Be sure to sample their world premieres. ★★★★★
- Toonami :** You're looking for some action you say? *Toonami* has it all and then some. Want the VIP treatment? Then ask for Naruto. And be sure to tip well. ★★★★★



Just one visit and you'll feel really, really special.

specials

Being a top-rated place for kids to visit every single day to watch the best cartoons on the planet just isn't special enough for us, so we take it a step further. Whether it's a special episode of an original series, a holiday extravaganza so brilliant it boggles the mind, or one of our show-stopping movie-marathons, visitors agree – there's always something special going on in Cartoon Network.

Some of our very special specials have included:

- **Memorial Day Sneak Preview** – What a way to kick off the summer! *Fridays'* Tommy & Tara give a sneak preview of our hottest new shows.

- **Camp Lazlo's "Hallowbeanies"** –

It's Scoutmaster Lumpus' favorite holiday! But Lazlo and the other scouts threaten to ruin it when they can't stop trick-or-treating.

- **Ed, Edd n Eddy's "Jingle, Jingle, Jangle"** –

When Eddy finds out his Christmas presents stink, he gets into the holiday spirit by trying to be adopted into a new family for their gifts.



It's one stunt after another around here.

stunts

Our community loves stunts. And pancakes. But mostly stunts. Unless of course those stunts include pancakes.

Some of our more popular stunts in 2005 included:

- **NBA All-Star Slam** – Leading up to the NBA All-Star Game, the NBA's greatest players went one-on-one with Tommy from Fridays as he hosted a day of our best cartoons during this 3rd annual event.
- **Cabin Fever** – Yikes. It's summer and kids have got nothing to do but do nothing. That's why we created Cabin Fever. It's piles and piles of their favorite shows all summer long.
- **Week of Fridays** – Who doesn't love *Fridays*? Hosts Tommy and Tara love *Fridays* so much they made every day of the week *Fridays*.
- **Month of Eds** – This stunt had kids go online to pick their favorite Eds episode and ask for some free "Edvice." It was one Ed episode after another, after another, after another...
- **Spring Break** – For two whole weeks kids get a break from winter as Cartoon Network welcomes the warm weather with movies, special episodes and kids' favorite cartoons.



ENTERTAINMENT



Silly is now in session.

tickle u

A visit to Cartoon Network is not just for big kids anymore. Now even the littlest kids can get in on the fun. *Tickle U* is Cartoon Network's newest destination and is full of cartoons designed specifically for preschoolers. Experts agree, and research shows, that children can learn to use humor to relieve stress, defuse conflict and lead healthy, well-balanced lives.

And the Mommy Bar across the bottom of the screen gives parents interesting ideas on how to make their preschooler's day a laugh a minute.



Harry and His Bucket Full of Dinosaurs



Peppa Pig



Firehouse Tales



School of Knock-Knocks.

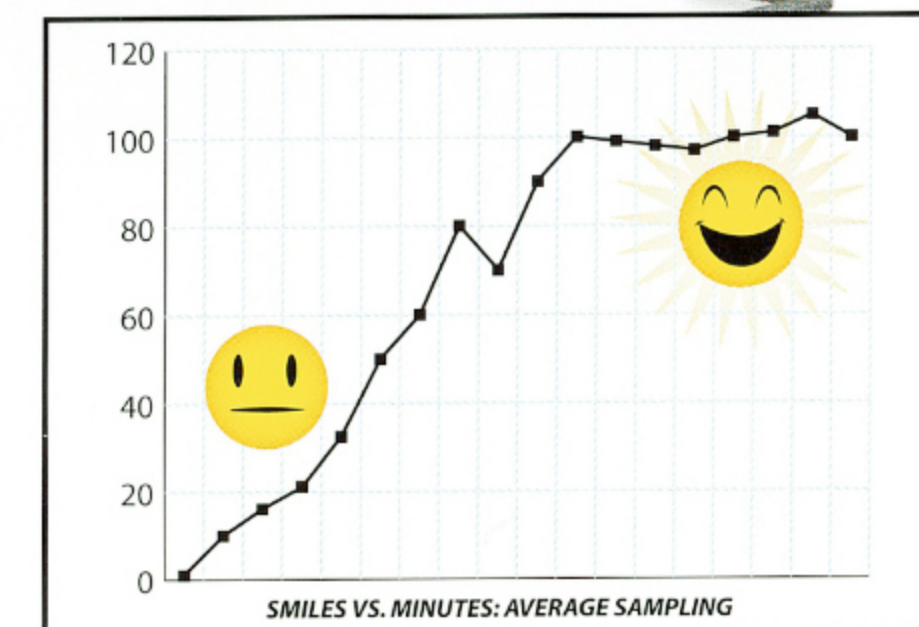
SCHOOL OF KNOCK-KNOCKS



"Boing toot doink. Beep beep, honk boom vroom splat bahhhh ding roar."

(Translation: *Tickle U* is a fun and safe place for preschoolers to gather and share a hearty guffaw.)

-Gerald McBoing Boing, Cartoon Network Resident



• *Tickle U* provides millions of visitors with over 160 smiles per minute.

Our neighborhoods have character. Lots and lots of character.

sponsorships & promotions

Living the Cartoon Network dream.

When you make the move to Cartoon Network, you can be sure that you are getting the most amazing customized and integrated promotions money can buy. That's because we work with you to custom build promotions with your needs in mind. Whether you are looking for a small bungalow full of branding opportunities, or a massive mansion with promotions that work on-air, off channel, and across new media platforms – a move to Cartoon Network means you'll be right at home.

Renting a piece of the action in Cartoon Network.

We know that home ownership is a big commitment, and maybe you're not ready for that step. Well good news – Cartoon Network is full of rental opportunities, as well. Give us a call when you're ready to sign the lease, and we'll help you put together well-appointed sponsorship opportunities that integrate your brand into the Cartoon Network neighborhood.



"What are you looking for? I got it all! Big houses, little houses, duplexes, triplexes, megaplexes. Just make the check out to Kaz."

-Kaz, Cartoon Network Real Estate Mogul

Get up. Get out. Get animated.

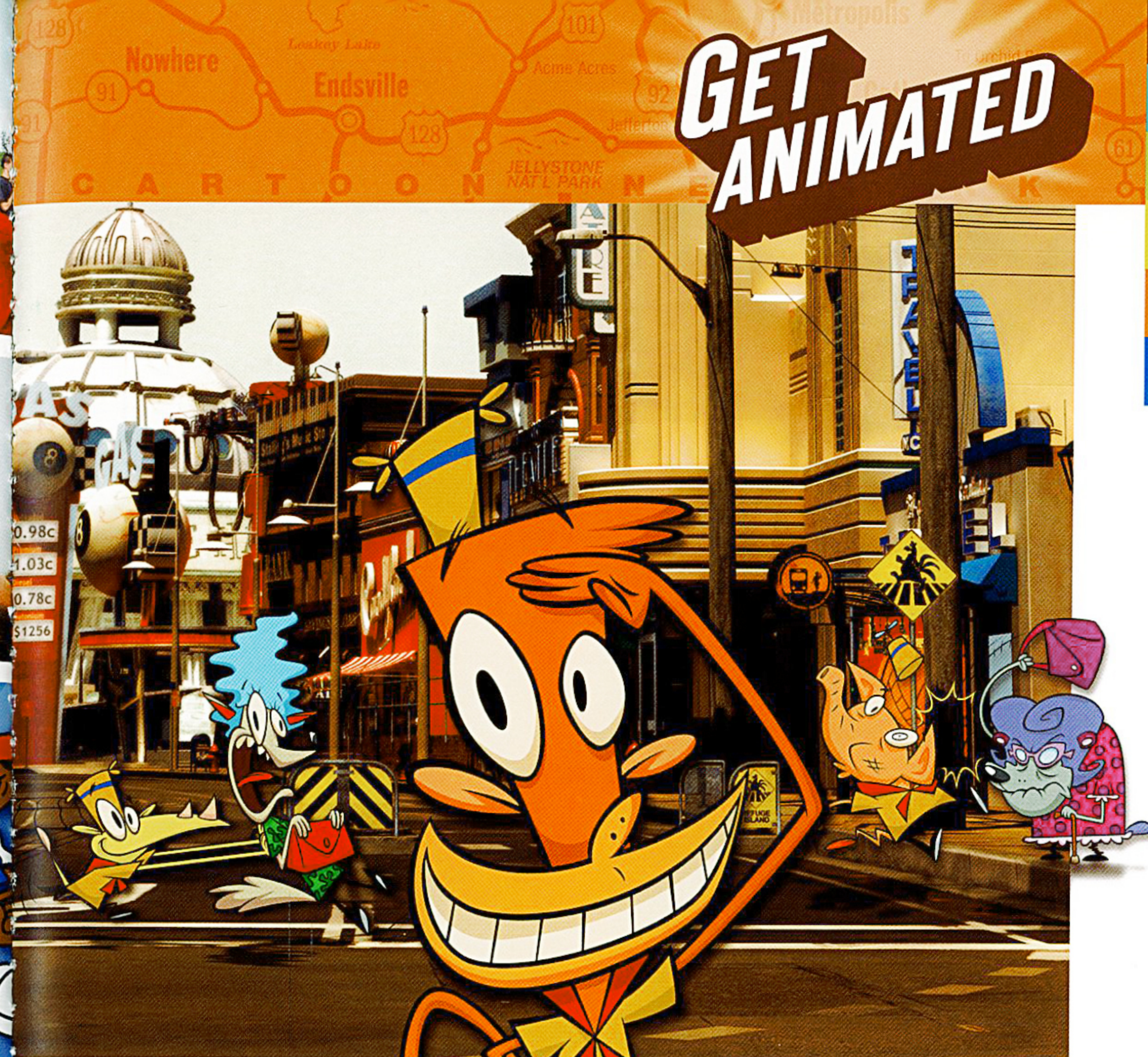
get animated

At Cartoon Network, we know that kids represent the single most powerful resource in the universe. So, we tapped into this valuable force for good by developing Get Animated – our pro-social initiative that gets kids out of the house and involved in all kinds of community and self-improvement programs.

Get Animated 2005 was all about improving kids' health, and Get Animated 2006 promises to be just as big and exciting.

Get Animated programs have included:

- **Get Animated Pro-Social Campaign:** This ongoing online and on-air, multi-million dollar campaign inspires kids to live active and healthy lives. It also features special breakout programs on *Fridays* with hosts Tommy and Tara.
- **Get Animated Tour:** From rock climbing to hoola-hooping, this national, interactive tour got kids really moving.
- **JDRF Walk-A-Thon:** We're big on kids helping other kids. That's why we encourage kids to walk for the Juvenile Diabetes Research Foundation.
- **Trick-or-Treat for UNICEF:** An on-air and online campaign was created to support this important program that encourages kids to collect for UNICEF.
- **Animate Your World:** A computer-based curriculum that lets kids create their own cartoons and empowers them to make good life choices.
- **Boys & Girls Club Outreach:** We partnered with Boys & Girls Clubs to take our message of healthy lifestyles to kids involved in their Triple Play Initiative.
- **Rescuing Recess:** A grassroots outreach program to help support bringing physical activity back into the school day.



"Hey, can I help you carry that? Please? Huh? Come on... let me help! I love to help! Pleeeeeeeease let me help!"

-Bean Scout Lazlo, Cartoon Network Resident

We're so far ahead of the computer curve we're dizzy.

interactive media

Cartoon Network isn't just an animated destination – it's also a virtual one. We reach kids across all media platforms and that means big business for your brand. Our interactive experiences have become a popular way for kids to get to know our resident characters and practice the skills they'll need in order to keep their future jobs from being outsourced overseas.

- **CartoonNetwork.com** – We've hired brainiacs on par with NASA to create a stellar online experience for kids. On-air/online integrated network events, show pages, video clips, trading cards, and more than 100 free games drive CartoonNetwork.com up the ranks of the Web's top entertainment sites.
- **Video On Demand (VOD)** – Cartoon Network Video On Demand gives visitors anytime access to episodes of their favorite cartoons, whether they want to watch them with a bowl of cereal on Saturday morning or a slice of cold pizza at 3 a.m.
- **Broadband** – CartoonNetwork.com pushes the boundaries of bandwidth with high-quality animation, fast-action games and streaming video. The coming year promises unprecedented growth with proposed broadband services offering multiplayer gaming experiences, safe and innovative community features, on-demand access to online video and more.
- **Handheld Wireless** – Our visitors use cell phones to play games, text-message friends, download ring tones, watch TV shows and – oh, yeah – occasionally to make phone calls. As video and gaming capabilities expand on mobile, we'll be there every step of the way with games, video, exclusive audio content and more.



"Cartoon Network's computer technology has advanced the cause of kids everywhere. And it has lots of cool games."

-Numbuh 5, Cartoon Network Resident

Come for the shopping. Stay for the spending!

consumer products

Everyone loves to go shopping when they visit Cartoon Network. You'll find Cartoon Network merchandise in toy stores, shopping malls, online, and everywhere else money is spent. In fact, if you shake a tree, chances are Cartoon Network merchandise will fall out.

Take a look at some of the great stuff you can buy right here in downtown Cartoon Network.



SHOPPING



"I love to shop in downtown Cartoon Network. There's no place I'd rather go for flowers, Bunny Cuddles and anything pretty and pink."

-Ami, Cartoon Network Resident

Classic characters never die.
They just move over to Boomerang.

HYSTERICAL LANDMARKS

boomerang

When visiting Cartoon Network, be sure to stop by the Boomerang Historic District. All of your favorite characters from years gone by have found a new place to hang out and call their own. It's a great way to introduce our youngest viewers to the characters that started it all and made Cartoon Network the booming place it is today.



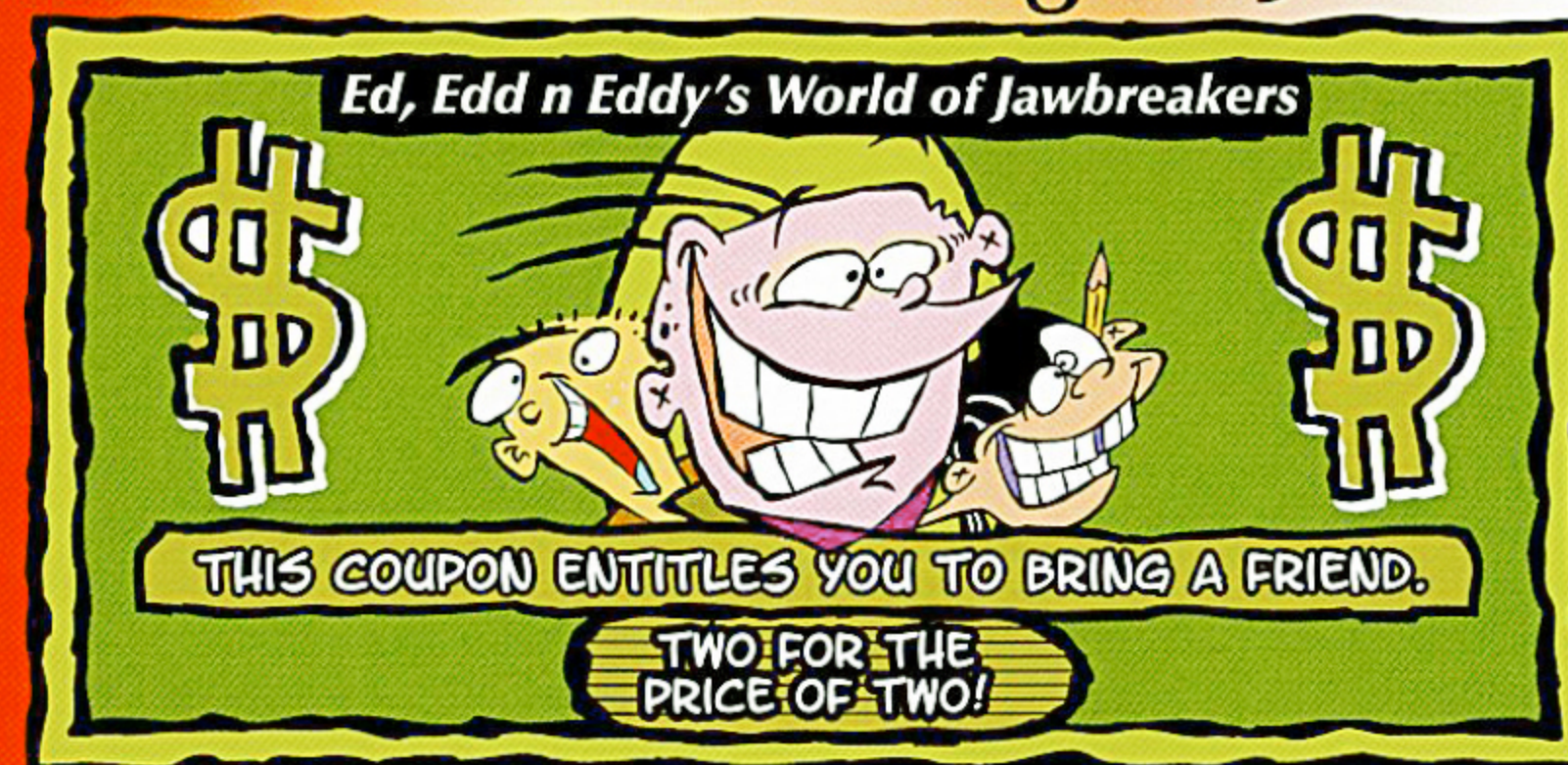
"If it wasn't for Boomerang, I'd be slung up in a single-wide outside Lake Powell, AZ waiting for a check in the mail. Thank you, Boomerang."

-Huckleberry Hound, Former
Cartoon Network Resident

A visit to Historic
Boomerang includes:

- Looney Tunes
- Wacky Races
- The Smurfs
- The Snorks
- Yogi Bear
- Huckleberry Hound
- Popeye
- The Super Friends
- Space Ghost
- Birdman & Galaxy Trio
- Bugs & Daffy
- Dastardly & Muttley
- The Jetsons
- Duck Dodgers
- The Flintstones

See the World's Most Largest Jawbreaker!



No free passes. No rain checks. No gnawing on jawbreakers.

SLINKMAN'S MUSHY MARSHMALLOW TREATS



They're Mushy-licious & Make an Excellent Squirrel Repellant!

See Cartoon Network from the air!



1-800-555-PUFF

NEED TO LEARN SOMETHING?

THEN GET A MONKEY ON YOUR BACK!

Call Jake The Spider Monkey's Tutoring Service today!

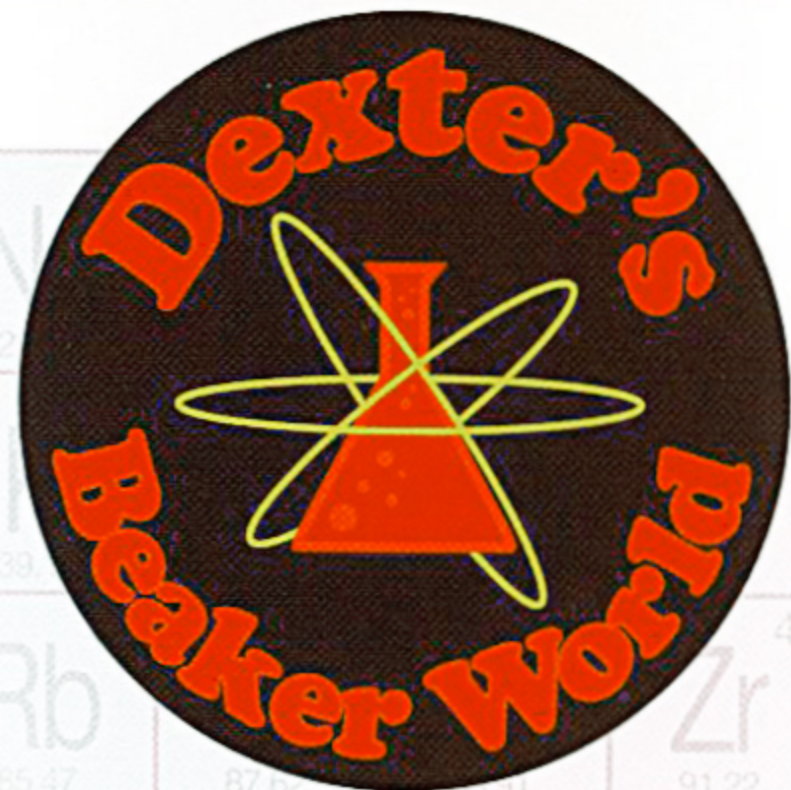


You Can Learn:

- Howling
- Picking Nits
- Flinging Poo
- Ventriloquism
- Or get your A.P.E.

555-LRN-2BE1

JTSMTS is certified by Charles Darwin Middle School & the Zoo.



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mixing potentially explosive materials in!"**



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ANY NUMBER OF CRIME FIGHTING SUPERHEROES?**

THEN WASTE NO TIME!



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